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From: X Jeff Proehl Mark Ekse Robert K. Huck
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RE: Appln. No. 09/472,646 Filing Date: 12/27/1999 Applicant: K. THOMAS
RESPONSE UNDER 31.116

Total Number of Pages (Including cover sheet): 14 (Please call us as soon as possible if you do not receive all pages).

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Appl. No. 09/472,666

Reply to: Final Office Action of October 28, 2004

Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

**RESPONSE UNDER 37 CFR 1.116
Expedited Procedure--Examining Group Art Unit 2839**Attorney's Docket No. 25-0030
Client's Docket No. P1948US00**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: KEITH C. THOMAS

Serial No.: 09/472,666

Filed: December 27, 1999

Art Unit: 3622

Examiner: Melanie A. Kemper

Title: METHOD AND MEDIA FOR VIRTUAL
PRODUCT PLACEMENTMail Stop AF
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450**RESPONSE UNDER 1.116****Expedited Procedure--Examining Group Art Unit 2839**

Sir:

In response to the Final Action mailed October 28, 2004, and in order to place this case in condition for immediate allowance or in better form for appeal, applicant hereby requests the entry of the following amendment to the application:

Amendments to the Specification: None.**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper**Amendments to the Drawings:** None.**Remarks/Arguments** begin on page 10 of this paper.